



WTIC-TV

ORDER

Print Date 10/23/12 Page 1 of 3

Flight Dates 10/23/12-10/29/12

<u>Contract / Revision</u>	<u>400109 - 2</u>	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>		DSCC IE	<u>Estimate #</u>	2158
10/23/12	10/23/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	06386376
		<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	Democratic Senatorial Camp	3050 K St NW Washington, DC 20007	<u>Order Type</u>	GENERAL
<u>Agency</u>	Great American Media		<u>Billing Cycle</u>	EOM/EOC
<u>Buying Contact</u>			<u>Billing Calendar</u>	BROADCAST
3050 K St NW Washington, DC 20007			<u>Demographic</u>	A35+
			<u>Rev Codes</u>	AGY POL ISSUE
		<u>Sales Office</u> TWDC	<u>Product Codes</u>	PL2
		<u>Sales Region</u> National	<u>Priority</u>	02
		<u>Agency Ref</u>	<u>Advertiser Ref</u>	

Primary Account Executive

Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 14% Market Value 218035

Competing Station	% of Order	Amount
2WCCT	1%	2180
3WFSB	29%	63230
4WVIT	16%	34885
5WTNH	40%	87214
6WCTX	%	0
7CABL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Billing Plan				
					Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	25	\$15,682.50	\$18,450.00	0.00	10/01/12	10/28/12	25	\$15,682.50	\$18,450.00
November 2012	13	\$10,263.75	\$12,075.00	0.00	10/29/12	10/29/12	13	\$10,263.75	\$12,075.00
Totals	38	\$25,946.25	\$30,525.00	0.00					

Billing Plan

Order Totals		Billing Plan							
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	25	\$15,682.50	\$18,450.00	0.00	10/01/12	10/28/12	25	\$15,682.50	\$18,450.00
November 2012	13	\$10,263.75	\$12,075.00	0.00	10/29/12	10/29/12	13	\$10,263.75	\$12,075.00



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Contract / Revision**400109-2 Flight Dates 10/23/12-10/29/12**Hiatus DatesOriginal Date / Revision

10/23/12 / 10/23/12

Order Sep 00:15:00Advertiser **Democratic Senatorial Carr** Product **DSCC IE**Estimate # **2158**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 5	61	10/23/12	10/26/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- TWTF--	:30	2	\$425.00	02	0.00	NM	2	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	- TWTF--		2	\$425.00			0.00						
E 6	61	10/23/12	10/26/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	- TWTF--	:30	2	\$650.00	02	0.00	NM	2	\$1,300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	- TWTF--		2	\$650.00			0.00						
E 7	61	10/23/12	10/26/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	- TWTF--	:30	2	\$650.00	02	0.00	NM	2	\$1,300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	- TWTF--		2	\$650.00			0.00						
E 8	61	10/23/12	10/26/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	- TWTF--	:30	3	\$400.00	02	0.00	NM	3	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	- TWTF--		3	\$400.00			0.00						
E 9	61	10/23/12	10/26/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- TWTF--	:30	2	\$350.00	02	0.00	NM	2	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	- TWTF--		2	\$350.00			0.00						
E 10	61	10/23/12	10/26/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	- TWTF--	:30	2	\$150.00	02	0.00	NM	2	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	- TWTF--		2	\$150.00			0.00						
11	61	10/29/12	10/29/12	Mon Prime Rotator X-Factor	CM	8p-10p	1-----	:30	1	\$6,500.00	03	0.00	NM	1	\$6,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	1-----		1	\$6,500.00			0.00						
E 12	61	10/27/12	10/27/12	Sa 12p-4p Sat 1-230p (1:00 PM-2:30 PM)	CM	1p-23p	-----1-	:30	1	\$300.00	02	0.00	NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----1-		1	\$300.00			0.00						
13	61	10/28/12	10/28/12	Fox News Sunday Su 9a-10a Fox News	CM	9a-10a	-----1	:30	1	\$200.00	02	0.00	NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----1		1	\$200.00			0.00						
14	61	10/24/12	10/24/12	Wed Prime Rotator X-Factor	CM	8p-10p	--1---	:30	1	\$6,000.00	02	0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	--1---		1	\$6,000.00			0.00						
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type		
1	61	10/22/12-10/28/12	Wed Prime Rotator			8p-10p				--W-----	:30	(\$6,000.00)	0.00	NM		
		Credited														
15	61	10/29/12	10/29/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	1-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	1-----		1	\$200.00			0.00						
16	61	10/29/12	10/29/12	M-F News at Ten News at Ten (10:00 PM-10:30 PM)	CM	10p-1030p	1-----	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	1-----		1	\$1,800.00			0.00						



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Order Sep 00:15:00Advertiser **Democratic Senatorial Carr** Product **DSCC IE**Estimate # **2158**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
17	61	10/29/12	10/29/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	1-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1				\$200.00		0.00			
18	61	10/29/12	10/29/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	1-----	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1				\$300.00		0.00			
19	61	10/29/12	10/29/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$425.00	02	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1				\$425.00		0.00			
E 20	61	10/29/12	10/29/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	4-----	:30	4	\$400.00	02	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	4-----		4				\$400.00		0.00			
E 21	61	10/29/12	10/29/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	3-----	:30	3	\$350.00	02	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	3-----		3				\$350.00		0.00			
E 22	61	10/23/12	10/23/12	Tue Prime Rotator X-Factor	CM	930p-1030p (9:30 PM-10:30 PM)	- 1-----	:30	1	\$6,000.00	02	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1-----		1				\$6,000.00		0.00			
N 23	61	10/27/12	10/27/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	----- 1-	:30	1	\$1,300.00	02	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----- 1-		1				\$1,300.00		0.00			
Totals													38	\$30,525.00	